

Message Text

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PAGE 01 OSLO 02095 231710Z

60

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SUBJ: MARKET BRIEF-BUSINESS EQUIPMENT-NORWAY

FOR OIM/NE/CAYA

1. FOLLOWING INFORMATION EXCEPTED FROM STILL UNCOMPLETE
GMS ON BUSINESS EQUIPMENT FOR INCORPORATION IN MARKET
GUIDE FOR STC SHOW.

2. INCREASED PAPERWORK GENERATED BY GOVERNMENT,
FINANCIAL INSTITUTIONS, AND INDUSTRY, COMBINED WITH HIGH
LABOR COSTS, EXPECTED TO IMPEL NORWEGIAN MARKET FOR
BUSINESS EQUIPMENT AND SYSTEMS FOR \$42 MILLION IN 1974
TO \$73 MILLION IN 1977 AND \$99 MILLION IN 1979, RE-
PRESENTING AVERAGE GROWTH TRENDS OF 20 PERCENT ANNUALLY.
WITH EXCEPTION OF ONE DOMESTIC MANUFACTURER OF POSTAGE
METERS, ALL BUSINESS EQUIPMENT IN CATEGORIES COVERED
BY SURVEY IS IMPORTED. U.S. BRAND NAMES DOMINATE THE
MARKET FOR SOPHISTICATED ELECTRONIC BUSINESS EQUIPMENT,
AND MANY WELL-KNOWN U.S. FIRMS OPERATE WHOLLY-OWNED
SALES SUBSIDIARIES IN NORWAY. MUCH OF THE EQUIPMENT
SOLD BY THESE FIRMS, HOWEVER, IS MANUFACTURED OUTSIDE THE
UNITED STATES. LEADING COMPETITORS ARE WEST GERMANY,
NETHERLANDS, AND SWEDEN, BEST SALES PROSPECTS ARE: MINI
AND MICROCOMPUTERS DESIGNED FOR ACCOUNTING PURPOSES; POS
SYSTEMS; MICROFILM EQUIPMENT; AUTOMATIC TYPEWRITERS;
PALIN PAPER COPYING AND DUPLICATING MACHINES; SMALL
OFFSET DUPLICATING MACHINES; AND PAPER HANDLING MACHINES.
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NORWEGIAN BUSINESS EQUIPMENT MARKET HIGHLY COMPETITIVE

WITH LARGE NUMBER OF DISTRIBUTORS. EFFECTIVE MARKET
PENETRATION REQUIRES COMPETITIVE PRICING; SERVICE FACILI-
TIES; AND STRONG, MARKETING-ORIENTED LOCAL REPRESENTATION.
BYRNE

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